



2023 ANNUAL REPORT



OUR PLAN

VISION

TO BE THE PROFESSIONAL
CRICKETERS' CLUB FOR LIFE

PURPOSE

SUPPORTING CURRENT AND PAST
CRICKETERS TO THRIVE DURING AND AFTER
THEIR PROFESSIONAL PLAYING CAREERS

VALUES

WE ARE TRUSTWORTHY

WE ACT WITH INTEGRITY

WE ARE RELIABLE

WE ARE PROACTIVE

WE ARE APPROACHABLE

WE ARE INCLUSIVE

WE ARE INNOVATIVE



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CHAIRPERSON'S REPORT



It was great to see the roll out of our new Master Agreement during the past year and particularly the associated contracting and payment model for our domestic female players. It was nice to see this recognition given to the women's game given their commitment to our sport, but I also have no doubt that with increased resources and time to commit to development our player's performance will improve significantly, and we look forward to watching their development over the coming years.

It was also fantastic to see the continued growth in our Personal Development Programme (PDP) with the addition of another full time Personal Development Manager and the emphasis from the team on creating a specific programme targeting our members in the first 5 years post their retirement from playing. I believe the development of the PDP has been the most important addition to our game in the past 15 years, and alongside the Cricketers' Trust, continues to play a crucial role in supporting our people long into their retirement from playing. I urge any member who may need support in any aspect of their lives to contact the

team and they will be there to support you and your family.

We continue to enjoy a strong partnership with New Zealand Cricket (NZC) and the six Major Associations, and we acknowledge and thank them for the importance they place on the role of players in the game. Our partnership here in New Zealand will become increasingly important as the game continues to evolve internationally and we will need to work hard to ensure our player contract system remains world leading as the market changes, and there are increasing opportunities for our players, coaches and administrators on the world stage. We also need to continue to be a strong and active member of the Federation of International Cricketers' Associations as that organisation continues to play an increasingly important role in the game as it evolves.

On the field this year, the Blackcaps were competitive as always and again provided some great cricketing moments and entertainment, most memorably in the Test Match v England at the Basin Reserve. That was another great

example of the drama that Test Cricket can provide and a reminder of the range of skills and character that are on display in Test Cricket.

Our White Ferns will be frustrated they didn't proceed to the knockout stages of the Women's T20 CWC. However, we have no doubt the implementation of the Master Agreement as it pertains to the women's game will help to increase the competitiveness of the team over time. The world class players and talent that we have in New Zealand will now enjoy more access to high performance resources and culture which we would expect to be reflected in future performances.

Congratulations to the Stags, the Brave (m), the Blaze and the Magicians as winners of the Domestic competitions. Thanks to all the domestic players for your entertainment during the season but also for your continued commitment and competitiveness to our domestic game which provides the opportunities to our current playing members to be the best they can be.

Congratulations to Scott Weenink on being appointed as the new Chief

Executive of New Zealand Cricket (NZC) – I know he is going to do a fantastic job. We have been fortunate to have had Scott serve on the NZCPA Board for the past 5 years (4 as Chairman) and have benefitted greatly from his significant governance and executive skills and experiences in that time. We thank him for his service and wish him all the best and are confident that we're going to continue to have a strong and constructive partnership with NZC.

I would also like to acknowledge Daniel Vettori who is not seeking re-election for the board at the upcoming Annual General Meeting. It goes without saying that Dan has been a fantastic servant of the game here in New Zealand and will go down in history as one of our greatest ever players. However, his service and commitment to the NZCPA and his fellow players has been second to none. Dan was there at the formation of the NZCPA in 2001, was a key player during the difficult negotiation with NZC for the first collective agreement, served as a Player Representative and has been a director for the past 15 years. His commitment to the NZCPA and

wise and considered contributions to the board are going to be missed, but we're certain he will continue to be a key supporter and active member of the NZCPA for many more years.

Thanks to fellow directors Helen Watson, Maddy Green, Ollie Newton, Kyle Jamieson and Lauren Down for their commitment during the year. And I would also like to acknowledge and thank Jeet Raval and Aaron Gale for their excellent contribution to the Board as they finish their two-year appointments as Associate Directors. Thanks also to Bruce Edgar, Martin Snedden and Ronald Cardwell for their work on The Cricketers' Trust alongside Helen Watson, Heath Mills and Scott Weenink. This work is so critical for our members at times of need and continues to be a key focus for the NZCPA.

I would like to make a special mention of our outstanding, long serving CEO Heath Mills. We've long known how fortunate we are to have Heath leading our organisation, but we were delighted that this year at the NZ Cricket Awards his efforts were acknowledged by the wider NZ cricket community. Heath was awarded the prestigious Bert Sutcliffe Medal for Outstanding Services to Cricket. The citation read by NZC chair Martin Snedden in presenting the award, noted the way that Heath had forged a trusting and constructive relationship with NZC, the likes of which has not been replicated anywhere else in the world. He also said that Heath was now recognised as the foremost authority on player advocacy in international cricket and would without doubt be remembered as one of the most influential figures in the history of NZC.

We can only concur – Heath has been one of the more influential leaders in the history of New Zealand sporting administration. On top of that industry expertise and delivery of results, we are also fortunate to see the fantastic personal

characteristics of Heath that we so admire and benefit from, and his unwavering commitment to support our members, across their careers and beyond. In summary, it was great to see Heath's amazing contribution to cricket recognised through this prestigious award.

Heath is of course supported by a awesome team in the NZCPA office. Evan, Lesley, Glen, Dennis, Paul, Judy, Ginny, Jo, Greg and Kristy form a small but formidable team that live the values of the NZCPA every day and deliver world class services to our members. We are very fortunate that they have chosen to work with us and on behalf of the Board and in fact all members, I would like to thank them for all that they do.

Finally, thank you, our members for your continued support of your organisation.

Ross Verry
Chairperson




LIST OF OFFICERS

BOARD OF DIRECTORS

Scott Weenink <i>Chair</i>	Ross Verry <i>Interim Chair</i>
Heath Mills <i>CEO</i>	Daniel Vettori
Lauren Down	Helen Watson
Maddy Green	Aaron Gale <i>Co-opted Associate Director</i>
Kyle Jamieson	Jeet Raval <i>Co-opted Associate Director</i>
Ollie Newton	

PLAYER REPRESENTATIVES

Henry Nicholls		<i>Blackcaps</i>
Maddy Green	Brooke Halliday	<i>White Ferns</i>
Bella Armstrong	Danru Ferns	<i>Auckland</i>
Jacinta Savage	Ed Nuttall	<i>Canterbury</i>
Mikaela Greig	Dane Cleaver	<i>Central Districts</i>
Eimear Richardson	Henry Cooper	<i>Northern Districts</i>
Polly Inglis	Matt Bacon	<i>Otago</i>
Caitlin King	Nathan Smith	<i>Wellington</i>

STAFF

Heath Mills	Chief Executive
Evan Jones	Player Services Manager/Legal Counsel
Dennis Katsanos	Communications Lead
Glen Sulzberger	Commercial Manager
Lesley Elvidge	National Personal Development Manager
Judy Clement	Personal Development Manager
Greg Dawson	Personal Development Manager
Ginny Fail	Personal Development Manager
Paul Hobbs	Personal Development Manager
Jo Murray	Personal Development Manager
Courtney McVay	Office Operations
Kristy Somerset	Accounts

CONTACTS

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Newmarket	Eden Park	
Auckland	Mt Eden, Auckland	

COMMERCIAL PARTNERS

PRINCIPAL PARTNER



ASSOCIATE PARTNERS



FUNDING PARTNERS



BUSINESS SUPPLIERS



It has been a busy year at the NZCPA as we worked through the first year of our new 5-year Master Agreement with New Zealand (NZC) and the six Major Associations (MAs), grew our Personal Development Programme offering to all members and continued to work with the Federation of International Cricketers' Associations (FICA) to represent and support international players in what continues to be an evolving cricket competition landscape.

We are very pleased with the new Master Agreement and the platform it provides for growth in the game's revenue here in New Zealand and the high-performance system that allows players to prepare and get ready to perform on the world's stage. It was great to see a more meaningful and robust domestic contracting system introduced for our female domestic players, and we're confident with increased high performance support our players are going to be able to lift their performance in the game significantly.

We were also pleased that people working in the game across the country mostly understood and supported the fact that the women's domestic environment is secondary

employment for our members, and where possible needs to fit alongside fulltime employment or study in other careers. It is critical given the nature of professional sport, that we continue to maintain contracting environments for our domestic men and women that ensure and encourage the development of careers outside the game, allowing players to thrive long after their playing days have finished.

We congratulate the commercial team at NZC for the continued increase in revenue we are seeing in broadcast, licensing, and commercial agreements. This, coupled with an increase in International Cricket Council (ICC) distributions following improved broadcast fees from ICC events, has seen our Player Payment Pool (PPP) increase significantly. When we finalised the current Master Agreement in August 2022, NZC revenue was forecast at NZ\$348.5 million over the five-year period. That has now increased to NZ\$411.5 million, which given our revenue share arrangement of 29.75%, means the PPP has increased from NZ\$104 million to NZ\$122.5 million over the five years. This resulted in associated relative increases to contracted player retainer payments, match fees and

intellectual property usage payments for the remaining four years of the agreement. In addition to these payments, we are very pleased with the growth in the Cricket Players' Property Trust (CPPT) in both protecting player IP from exploitation and securing licensing agreements with NZC and the ICC (through FICA) for non-fungible digital tokens and other licensing products and promotional activity - which this year has seen the CPPT distribute over \$2.5m to its beneficiaries.

The world game continues to evolve with the addition of more T20 franchise cricket competitions to the annual schedule. This is on top of the ICC confirming one men's ICC event each year in the next 8-year cycle and the national governing bodies agreeing an ad hoc future bi-lateral touring programme for international cricket that on average will result in about a 10% increase in international matches across all three formats - T20 Internationals, One Day Internationals and Test cricket. All competitions, events and series will want the best players to play in what was an already packed schedule - yet

Continued overleaf...

more cricket has been added and there remain only 12 months in the year. It's now impossible for the best players to play in everything and the addition of new T20 competitions in the United Arab Emirates and South Africa at the height of the Southern Hemisphere summer will exacerbate the trend of seeing the leading players in the world move away from playing international cricket full-time. We're very fortunate here in New Zealand that we have a strong partnership with the governing body and a flexible national contract system that enables players to play under Casual Playing Agreements and ensure we can keep our best players available for peak series and events where possible. It will be interesting to observe how other national governing bodies choose to manage this situation in the years ahead.

The conflict in scheduling between T20 competitions and international cricket is the biggest issue in the game and is certainly not the fault of the players - it can squarely be laid at the feet of the national governing bodies that sit around the ICC board table. Their refusal to come together and compromise to achieve a playing schedule for international cricket with good context and meaning, that allows windows for their T20 competitions, has resulted in the situation we now face where T20 competitions (ironically owned by the national governing bodies themselves) compete with international cricket for the same players and fan engagement.

International bi-lateral cricket and T20 competitions can co-exist, and even complement each other, in a co-ordinated annual playing programme with T20 windows, but it would require all national governing bodies to work together to agree a central programme and put aside short-term financial self-interest for the good of the global game. Until that time comes, we will continue to see a compromised international playing programme that fails to reach its potential and in a worst-case scenario, declines in value as the T20 competitions in the bigger market economies around the world, alongside a growing ICC



events programme, win the battle for fan's and broadcaster's attention.

This situation will put significant financial pressure on the smaller national governing bodies like NZC who rely so heavily on international bi-lateral cricket to generate revenue during our home summer. The canary is already screeching as we see multiple international series taking place each year without the best players in each country participating, and national governing bodies prioritising their domestic T20 competition in their playing schedules ahead of international series. This situation, coupled with the fact broadcasters are telling the game they will continue to pay less for international cricket, should mean it is the number one focus item for every director and senior executive serving the game.

As part of the new Master Agreement, we were also delighted to grow the Personal Development Programme (PDP) by adding Ginny Fail to our excellent group of Personal Development Managers with a dedicated focus on creating a bespoke transition programme for our members who have recently finished their professional playing career.

We need to provide more support during those critical first years as players transition into a new career outside the game and go through the necessary personal adjustments required to build a successful life post cricket. I would like to thank Lesley Elvidge for the fantastic work she is doing leading and growing the PDP to support all of our members. The programme is easily the most critical work we undertake at the NZCPA.

It's important to note that NZCPA Life Member David White stepped down from his role as Chief Executive of NZC during the year and we congratulate him on 11 years of fantastic service to the game. There is no doubt that under David's leadership NZC has grown significantly, in both on field and off field performance. The commercial programme will see NZC achieve record levels of revenue this year of close to \$100 million and the high-performance programme and domestic competitions - both essential to producing quality players - have improved greatly over David's tenure. We wish him all the best in the years ahead.

David's departure ended up impacting the NZCPA with our Chairman Scott Weenink being appointed as the new

Chief Executive of NZC. We're delighted to see Scott in this role and believe that with his significant international business experience, coupled with his understanding of high-performance sport, he will do an outstanding job leading cricket in New Zealand as the game continues to evolve. We thank Scott for his leadership, commitment, and support of the NZCPA, and are confident that with him in this new role we will continue to have a strong and constructive working relationship with NZC as we look to collectively navigate the ever-changing landscape of the game.

I would also like to acknowledge Daniel Vettori who has decided not to stand again for the NZCPA Board. Dan has been an incredible supporter and servant of the NZCPA since our inception back in 2001 - as a key player at the start, player representative for the Blackcaps and then board member for the past 10 years. Dan has always put players first, championed the role of the NZCPA everywhere and ensured we always put focus on supporting past players. We have greatly appreciated his understanding of the game and wise counsel since the beginning. And we know he will also continue to support and contribute to the ongoing success of our organisation in the many years ahead.

It was fantastic to have long-time partner nib elevate their relationship with the NZCPA during the year to become our Principal Partner. There is no doubt their increased financial contribution will go a long way to providing enhanced services for our members, but we also appreciate their support in providing medical and well-being services for our people - our two organisations are greatly aligned in our values. We also appreciate the ongoing support from our other valued partners ANZ, CCC, Duco Events, Jarden, and Money Empire, as well as funding partners QSCC and North & South Trust, for their commitment to our members.

Thanks also to our current playing members and friends of The Cricketers' Trust in raising critical funds to support past players in times of hardship and

need. We also appreciate NZC for their annual donation to the Trust and supporting its critical work. This past year has again seen us assist several past players and this in my view is the most important work we undertake each year. A special thanks to our Past Player PDM Paul Hobbs for the amazing day to day work he does and also our Trustees Scott Weenink, Helen Watson, Martin Snedden, Bruce Edgar and Ronald Cardwell.

From a financial perspective, the NZCPA performed well during the year with a Total Income of **\$2,200,238** which was up from \$1,964,516 in 2022.

Our Total Expenses for the year were **\$2,115,479** which increased from last year's \$1,737,682. This was due to increased member insurance costs, growth in services in the PDP and a return to a full events and activity programme following the interruptions caused by COVID-19.

As a result, the 2023 year-end Net Surplus is \$84,759 (which includes Unrealised Losses on the Jarden investment portfolio of \$19,907) and the Closing Equity position is **\$1,608,924**.

From a Group Perspective (the NZCPA, The Cricketers' Trust and the Cricket Players' Property Trust), Total Revenue totalled \$3,777,501 with Expenses and Distributions of \$3,825,693. The Closing Equity position of the Group was **\$1,885,614**. This is less than last year's Closing Equity of \$1,931,375 due to the different balance dates between the NZCPA, the Cricketers' Trust and Cricket Players' Property Trust and the timing of income received.

We thank our team player representatives who provide a critical link between the NZCPA and the respective team environments throughout the country. They are all great advocates for their teammates and ensure we are there to support people when it is needed most. Thanks to Bella Armstrong, Matt Bacon, Dane Cleaver, Henry Cooper, Danru Ferns, Mikaela Greig,

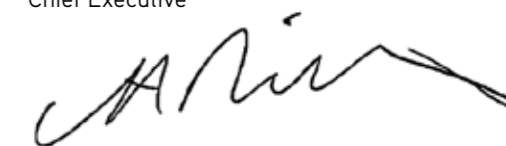
Brooke Halliday, Polly Inglis, Caitlin King, Henry Nicholls, Ed Nuttall, Eimear Richardson, Jacinta Savage and Nathan Smith.

It's important for me to acknowledge the great support of our Board who give their time, expertise, and advice in this crucial governance role of the NZCPA. Thanks to Scott Weenink, Maddy Green, Lauren Down, Ollie Newton, Kyle Jamieson, Ross Verry, Daniel Vettori, Helen Watson, Jeet Raval (associate position) and Aaron Gale (associate position) for your continued support and service.

Finally, we are so lucky to have such great staff in Glen Sulzberger, Evan Jones, Lesley Elvidge, Paul Hobbs, Jo Murray, Judy Clement, Greg Dawson, Ginny Fail, Dennis Katsanos and Kristy Somerset. These people are the rock of the NZCPA and their professionalism, knowledge and care for our people is second to none.

Best wishes,

Heath Mills
Chief Executive




PLAYER ENGAGEMENT AND CONSULTATION



ANNUAL PLAYERS' CONFERENCE AND PLAYER SURVEY

We held our Players' Conference on 19th and 20th April in Auckland, with representatives from all playing groups in attendance, male and female.

This year we invited representatives from New Zealand Cricket and the Major Associations to present at the Players' Conference sessions, and it was beneficial for them to hear directly from the players regarding the issues they are facing within their environments.

Ahead of the Players' Conference we conducted the annual Player Survey, with 208 players responding to this year's survey. The survey provides players with an opportunity to provide anonymous feedback on a range of issues – including domestic and international team environments, the quality and access to grounds and practice facilities, coaching, team management and communications, as well our Personal Development Programme and other NZCPA services.

Any key issues or trends that are identified are then discussed in more depth during the Players' Conference.

The Players' Conference and Survey form a key part of our ongoing feedback and engagement with players and are invaluable in identifying key areas we need to address with NZC and the Major Associations over the off season.

CRICKET ENVIRONMENT

Having navigated Covid last season without any match cancellations, as a game we were looking forward to some smoother sailing throughout the 2022/23 season. Unfortunately, this wasn't to be, with a host of other unforeseen and tragic events impacting the season. In particular, the major weather events that affected both Auckland and the Hawke's Bay were catastrophic for the communities involved, with cricket taking a back seat as recovery work took place.

We were proud to see many of our members providing assistance and support to those who were impacted within their communities.

As was the case during Covid, we worked tirelessly with NZC and the Major Associations to navigate a path through this, working collectively to minimise the impact of these events on the cricketing calendar whilst ensuring the safety of players and support staff. Great flexibility and adaptability was

shown to rearrange fixtures, however it was unavoidable that a number of matches were unfortunately cancelled.

We acknowledge the attitude of our members who rallied to support those affected by these weather events and also thank those NZC and Major Association staff for their commitment to ensuring the season could proceed with a minimum amount of disruption.



PLAYER INDUCTION FORUM

Each season we hold a Player Induction Forum for those players receiving their first domestic contract. The purpose of the induction is to inform and educate players on what they can expect within the professional cricketing environment, as well as giving them an understanding of the NZCPA and the services we offer over the course of their playing careers and beyond.

The Player Induction Forum took place on 14th and 15th September in Auckland

and included twenty-one players (eleven newly contracted domestic men's players, as well as ten players who missed the induction last year due to Covid interruptions). The conference was a great couple of days and provided an opportunity for NZCPA staff to connect with these players as they start their cricket careers.

Following the significant advances that are being made in domestic women's cricket through the new

Master Agreement, we hosted a series of induction sessions with each of the domestic women's teams during the pre-season. The purpose of these team-based induction sessions was to give our domestic female members an overview of the key changes and challenges that we expect they may experience going forward, and ensure they are aware of the NZCPA and the services that are available to them.

CRICKETERS' RETIREMENT FUND

The Cricketers' Retirement Fund is the retirement savings fund implemented by the NZCPA for the benefit of players and to assist them in their transition to a new career at the conclusion of their playing days. The fund continued to provide crucial support to members over the year as they navigate their transition from cricket.

Several players have accessed their retirement fund to assist with purchasing their first home, support their transition out of professional cricket, or in a handful of cases with instances of personal hardship.

As part of the conclusion of our previous Master Agreement over \$3.5 million was paid to player's Retirement Fund accounts covering the 2018-

2022 period. In line with this we have seen an increase in engagement with Superlife, who provide members with a range of financial services and advice, importantly ensuring each player has actively considered the investment strategy for their retirement fund portfolio. We thank Superlife for their continued support of the Cricketers' Retirement Fund and our members.

RETIREMENTS



INTERNATIONAL Todd Astle
Colin de Grandhomme
Holly Huddleston
Katie Perkins
Will Somerville

DOMESTIC Blake Coburn
Ben Horne
Josh Finnie
Amy Satterthwaite
Ross Taylor

THE PLAYERS' CAP



Daryl Mitchell became the recipient of the 12th edition of *The Players' Cap*.

Mitchell made a statement over the past twelve months on the international stage with a range of stellar performances for the Blackcaps.

None more emphatic than during the Test series in England last June, aggregating a record 538 runs with an average of 107.60 in the three-match series. He continued that form through the course of the year to join an esteemed group of *The Players' Cap* recipients.

The Players' Cap leading vote recipients per format

Test	DARYL MITCHELL
ODI	MATT HENRY
T20i	GLENN PHILLIPS

THE PLAYERS' CAP RECIPIENTS

2023	Daryl Mitchell
2022	Devon Conway
2021	Kyle Jamieson
2020	Tim Southee
2019	Ross Taylor
2018	Trent Boult
2017	Kane Williamson
2016	Kane Williamson
2015	Kane Williamson
2014	Ross Taylor
2013	Tim Southee
2012	Brendon McCullum



FICA

FICA/ICC MOU

FICA have been making progress towards a landmark agreement between the players and ICC at global level. If finalised, the MOU will be the first of its kind, and provide enhanced protections, consultation, and payment for players including significantly increased prize-money and acknowledgement of the use of player's commercial rights during ICC events over the next four-year ICC Event cycle, commencing January 2024.

ICC NFT SETTLEMENT

FICA has negotiated a landmark settlement agreement with the ICC on behalf of players from FICA countries,

after disputing the unauthorised use of player image rights in NFTs relating to ICC Events. The outcome ensures eligible players are paid for the use of their rights. Several playing groups stood up to immense pressure to ensure FICA / players were around the table for this negotiation, the result of which again highlights the benefit of a strong and unified collective approach at global level.

NEW PLAYING GROUPS JOIN FICA GLOBAL PLAYER RIGHTS LTD (FICA GPR)

FICA are pleased to have the Zimbabwe and Namibia men's players, and the Netherlands women's players join FICA GPR over the past twelve months. FICA

currently has a presence in eleven of the top fifteen countries in cricket, with more playing groups set to join their global colleagues in benefiting from being part of the global collective and FICA's Global Commercial Program over the coming months.

FICA/ WPA GLOBAL EXCHANGES

Together with the World Players' Association, FICA have hosted global exchanges in organising and commercialisation in Amsterdam and New York, with around twenty attendees from cricket players' associations across these two events. These conferences enabled our player operations and commercial leaders to share and learn from each other, as well as benchmarking what we do in cricket with athlete associations all over the world to explore, share, and plan for the future of player engagement and commercialisation.

DOMESTIC LEAGUES RESOURCE

FICA will be launching its Domestic Leagues resource in coming months to help demystify this landscape, assist with player/agent/PA decision making, and raise accountability in player treatment in leagues around the world.

CPA PLAYERS' AWARD

White Ferns star Amelia Kerr was honoured by her teammates as the recipient of the coveted *CPA Players' Award* for 2022/23.

This is Kerr's second consecutive title and follows last year's award, which at 21 years of age made her the youngest recipient of the *CPA Players' Award*. Kerr now joins an exclusive club of players who have received the award multiple times, alongside Amy Satterthwaite (twice) and Sophie Devine (three times).



NZCPA PLAYERS' AWARD RECIPIENTS

2023	Amelia Kerr
2022	Amelia Kerr
2021	Amy Satterthwaite
2020	Sophie Devine
2019	Sophie Devine
2018	Sophie Devine
2017	Amy Satterthwaite
2016	Suzie Bates

The CPA Players' Award leading vote recipients per format

ODI	SUZIE BATES AND JESS KERR (TIED)
T20i	AMELIA KERR



NZCPA Chief Executive Heath Mills is the Executive Chairman of FICA.

Tim Southee and Sophie Devine are members of FICA's Player Advisory Groups, and Dan Vettori is FICA's current player representative on the ICC's Cricket Committee.

NZ ATHLETES FEDERATION

The Federation continues to assist its core members, being the Rugby, Cricket, Netball, Hockey and Football Player Associations, and to lead the coordination of subject matters which are common across the various playing groups.

This year General Manager Roger Mortimer left the organisation following many years of unwavering support for athletes. In his time Roger established the Athletes Federation as a leader in athlete advocacy, helping not only the member associations but also athletes who sought greater representation in their own sports.

The NZCPA is thankful to the federation for all the support and guidance they continue to provide for each established Player Association, and in particular the positive impact this has on our NZCPA members.

The New Zealand Athlete's Federation has spent a considerable amount of time in 2023 working with New Zealand's high performance rowing and cycling athletes, and to help them engage with administrators, as they seek more clarity and engagement around their environment.



With the guidance of the NZAF, the athletes have created The Athletes' Cooperative (TAC), which is a registered trade union, designed to enter a collective bargaining process with relevant parties within the New Zealand sporting system. The desired outcome being to create environments whereby all athletes can thrive both within and outside the sporting arena and be genuinely trusted and respected as people as well as athletes.



PERSONAL DEVELOPMENT PROGRAMME

The past year was a continued period of growth of and engagement with the Personal Development (PD) programme. With the full PD programme services available to domestic women members for the first time, there was a major focus among our PD management team this year of ensuring widespread awareness of the service across the entire playing group. The annual Player Survey showed that this was largely achieved with 100% of surveyed Blackcaps and White Ferns,

95.37% domestic men and 88.37% of domestic women reporting that they were aware of the PD programme. The survey also indicated high results of both satisfaction with and willingness to use the PD programme.

This year's increased Player Payment Pool funding saw the PD team expand to six Personal Development Managers, with the recruitment of Ginny Fail who began working with the Blaze and the Hearts and spearheading our Player Transition

Programme. The six PD Managers are located across the country (Auckland, Hamilton, Wellington, Christchurch and Dunedin) to provide full regional case management support for the Blackcaps, White Ferns and domestic men's and women's teams.

Our PD Manger to Contracted Player ratio is now 1:35 which is very well positioned compared to comparable international Players' Associations. The PD team responsibilities are set out below:

THE PERSONAL DEVELOPMENT MANAGERS TEAM RESPONSIBILITIES

Lesley Elvidge

Overall PD programme management for all teams
Blackcaps* (South)
White Ferns*

Jo Murray

Central Stags , Wellington Firebirds
Canterbury Magicians
Blackcaps (Central)

Ginny Fail

Auckland Hearts
Wellington Blaze
Player Transition Manager

Paul Hobbs

Auckland Aces
Past Players
Blackcaps* (North)

Judy Clement

Northern Brave Men
Northern Brave Women
Central Hinds

Greg Dawson

Canterbury Kings
Otago Sparks
Otago Volts

*Note newly contracted Blackcaps and White Ferns from 2022 will be supported by their MA Personal Development Manager as we transition to a regional PD model.



WELL-BEING

A key part of our Personal Development Programme is our well-being offering through our psychological and counselling service provider Instep. Every contracted player is entitled to access complimentary sessions through the year. This service is also available to other members and past players on a case-by-case basis. Through the year we provided 81 members with 280 sessions at a cost of \$69,473 (including GST).

Key presenting issues were:

- » Depression and Anxiety
- » Stress (work and personal)
- » Parenting and Family issues
- » Personal Relationships

EDUCATION PROGRAMMES

Whilst the Personal Development programme is heavily focused on working with our players as individuals, we held

several group education sessions for our players this year. These included on-line accounting and tax education, a Women's Health series for our domestic women (on insurance, well-being and female athlete hormone health and RED-s) and communication sessions. Following up from last season's social media training, players were provided with written resources to continue to encourage players to be Respectful, Risk Averse and Defensive in managing their social media.

The NZCPA, NZC and Massey University launched a Coaching Leadership Development programme involving four past and current players who are looking to develop their coaching soft-skills through both formal academic study, immersion in different sporting environments and group workshops.

In addition, we supported 49 players with contributions towards their studies through our Education Fund this financial year.

TRANSITION SERVICES

The NZCPA Transition Programme was formally launched this year. Although the provision of services to assist players through their transition from cricket had been happening informally as part of the PD programme, the Player Transition Manager role was created to formally design and deliver critical Player Transition services. The programme is intended to provide certainty for retiring players that they will continue to have access to PD services post cricket retirement (a key time for those members and their families).

PAST PLAYER SERVICES

We were involved in three past player events this year in Nelson, Wellington and Hamilton. The Nelson and Wellington events were held around Super Smash games in conjunction with the Central Districts Cricket Association and Wellington Cricket Association respectively. The Hamilton event was hosted in association with the Seddon Cricket Club for a full weekend of events including golf, rugby and a T20 cricket game. Past Players came from around the country and Australia to attend.

The levels of engagement of 19 past player cases managed by Paul Hobbs last financial year were of similarly high levels to the previous year. We continue to support a number of past players through the Cricketers' Trust with issues ranging from wellbeing, addiction, financial issues and family and relationship challenges.





HOOKED ON CRICKET

The 18th year of the Hooked-on-Cricket Programme was back in full capacity following the disruption over previous years due to the pandemic.

The six tournament days were a held with tremendous success across the country in Papatoetoe, Hamilton, Napier, Porirua, Christchurch and Dunedin. This

programme continues to inspire our members and those kids who attend and is a tremendous boost to all to be involved in this very unique community event.

We thank all the players who so willingly attended the tournament days and gave the Tamariki from a range of schools a taste of cricket (many for the very first time). We also thank all the schools for their support and attendance throughout the country.

The generosity and continued support from the Queen Street Cricket Club is much appreciated, and the additional support from North and South Trust enabled us to deliver an amazing series of tournaments.



BLACK CLASH

The Black Clash was staged at Hagley Oval, attracting a capacity crowd of sports fans who got to experience what has become a must attend entertainment event. Hagley Oval was spectacular in what was its third iteration of the code mash up fixture.

With over 1 million viewers on TVNZ, extensive coverage in Australia and through the live streams the audience is among the highest rating sports events in the country. Core to this foundation of viewers is a new audience of cricket lovers who are able to experience our game thanks to the involvement of New Zealand's top rugby and cricket players,

combined with the vision and expertise of Duco Event's staff.

We are grateful to David Higgins and Carlina Limmer for their support of the CPA and The Cricketers' Trust, and especially to Carlina and her team of amazing people who once again delivered an awesome event and ensured Team Cricket players were well looked after.

As a contest it was another nail biter! NZCPA Life Member, Graham 'Ted' Henry was as determined as ever to lead Team Rugby to victory again this year, but it was Daniel Vettori who led Team Cricket to victory in the absence of Stephen Fleming.



TEAM CRICKET

Daniel Vettori (C)

Todd Astle	Anton Devcich
Peter Fulton	Nathan McCullum
Hamish Marshall	Chris Martin
Kyle Mills	Adam Parore
Andrew McDonald (import)	
Nick 'Honey Badger' Cummins (wildcard)	

TEAM RUGBY

Kieran Read (C)
Sir Graham Henry (Coach)

Kaylum Boshier	Israel Dagg
Jono Hickey	Richie McCaw
Jock McKenzie	Jason Spice
Jordie Barrett	Ofisa Tonu'u
Joe Wheeler	
Neil Broom (wildcard)	
Andrew Ellis (wildcard)	



THE PLAYERS' GOLF DAY

After a forced hiatus over the past couple of years the Players' Golf Day returned in September at a new host course in Windross Farm. The golf day proved a perfect mix of challenge, fun and reward for the full field of assembled partners and their guests. It was also fantastic to welcome NZC and their partners in what is an enhanced involvement with the day this year, demonstrating their mutual

commitment toward raising funds for The Cricketers' Trust.

Hosted enthusiastically by the Blackcaps players, the Ambrose format facilitated a wonderful spirit felt across the entire field of players. We were delighted to raise in excess of \$15,000 for The Cricketers Trust this year and thank the Blackcaps players for their commitment to this event

and Charity which is so important to our playing group.

We are grateful to our golf day event partners – especially to Boundary Road Brewery and to NZC for facilitating access to the Blackcaps during their commercial week, and the Windross Farm staff who supported us so well through the day.

OTHER EVENTS



The NZCPA were privileged to work closely with QSCC on the delivery of the annual Auckland QSCC Charity Golf Day and to support the inaugural Seddon Cricket Club Alumni Weekend in April.

The Seddon CC event saw nearly 50 (mostly ND) alumni from all over the country and abroad come together with past players, friends, and family to reconnect and reminisce over old times. The festivities began on Saturday with a round of golf, followed by a mix and mingle event at the Super Rugby match between the Blues and the Chiefs. The following day, the alumni took to the field for a cricket match at Seddon Park which saw the ND past players XI captained by Joey Yovich take on the NZCPA XI captained by Anton Devcich.

CRICKET PLAYERS' PROPERTY TRUST



CRICKETERS' PROPERTY TRUST

The Cricket Players' Property Trust (CPPT) has become a valuable vehicle for the protection and management of player property and its assignment to New Zealand Cricket and Major Associations via the Master Agreement.

With individual male and female players' property granted to the CPPT, members have confidence in the way their image, name, and likeness, as well as other aspects of their individual property are used within the commercialisation and promotion of the sport now and into the future. The global cricket economy continues to evolve rapidly, with advances in data and digital rights unlocking many new opportunities for the game. The CPPT structure helps educate and assure players on how and where their property is used and that it is done with transparency for how those rights are exchanged.

The CPPT was allocated \$1,700,000 from the player payment pool this year, which was fully distributed to 225 male and female beneficiaries. The amount each player received was based on the forecast allocation agreed in the Master Agreement (part of their total contract payment structure) and confirmed by the CPPT Ltd Directors. The distributions include a combination of base and activity payments (activity payments are based on the actual number of promotions each player is involved in for NZC or their Major Association or their sponsors/ commercial partners).

The Master Agreement also acknowledges NZC's agreement with Dream Sports, which resulted in \$1,403,000 being allocated to the CPPT for use in digital trading cards on the Dream Sports platform, with 222 male and female players receiving a share of this amount in line with the agreed allocation criteria.

As a result of a settlement agreement between ICC and FICA related to the use of property rights in addition to ICC Squad Terms, the CPPT also distributed \$502,817 this year. This payment was made to the 37 players who attended an ICC event over the previous two-year period.

We thank the Directors of the Cricket Players Property Trustee Limited Maddy Green, Tom Latham, Heath Mills, Jeet Raval, and Scott Weenink, for their work in overseeing the Trust activities during the year.

Thanks also to NZC and Major Association commercial and marketing staff for their efforts to ensure the transparent use of player property by efficiently completing the CPPT usage forms and diligently keeping records of promotional activity.

THE CRICKETERS' TRUST



THE CRICKETERS' TRUST

Since its inception in 2007, The Cricketers' Trust has assisted many past players experiencing hardship in a variety of different areas in their lives. As the work of the Trust has become more known there has been a significant increase in demand for support, whether that be through sudden financial changes, health, or well-being related issues.

In the past 12 months the Trust has directly supported 19 past players. Aside from financial support, the Trust also assists past players in a pastoral manner. Often, rallying around former cricketers in times of need can be as uplifting for the individual as any financial contribution the Trust can make. The Trust's work is largely kept confidential to ensure any hardship situation faced by an individual is not made any more difficult.

Nonetheless, a small number of recipients of the Trust's work have

made public endorsements of the Cricketers' Trust which, in turn, helps raise its profile. Building on last year's video testimonials from 3 past players, we thank former White Fern, Sarah Wynands for her acknowledgement. The Trust was and continues to support Sarah and her family following the loss of their home in Cyclone Gabrielle.

In the past financial year, the Trust paid out \$38,239 in grants and distributions to past players in times of need. These grants covered areas such as medical, wellbeing support, financial hardship grants, funeral costs and flood relief.

Over the same period, the Trust received \$58,862 in donations.

In addition, the Trust has received \$25,000 from NZC which it is committed to donate annually. We thank them greatly for their support which demonstrates their recognition of the

good and necessary work done by the Trust in support of past players.

Paul Hobbs' work through the year has been a credit to his unwavering commitment to others, providing strength and leadership with his administration of the Trust. The work the Trust has undertaken through the year is incredibly valuable for those who find themselves in difficult circumstances and Paul represents the Trust's values through his compassionate approach.

We thank our Trustees Bruce Edgar, Ronald Cardwell, Martin Snedden, Helen Watson and Heath Mills for their commitment to our work and our past player members. We'd also like to acknowledge the work of Scott Weenink who resigned from his Trustee position in order to take up the role of NZC's Chief Executive.



The Cricket Players' Association Incorporated

SUMMARISED CONSOLIDATED STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 July 2023

	The CPA 2022 \$	The CPA 2023 \$	Group 2022 \$	Group 2023 \$
INCOME				
NZC Master Agreement	1,428,146	1,750,095	1,428,146	1,750,095
NZC 2022 Washup	285,926	-	385,926	-
NZC Other Funding	15,000	15,000	15,000	15,000
NZC Player Property Rights	-	-	1,150,000	1,700,000
Other Income	328	2,780	328	2,780
Trust Funding	7,500	24,500	7,500	24,500
Interest & Dividends	26,032	35,200	28,974	40,296
Commercial & Events	201,584	349,426	141,584	202,613
Donations	-	-	70,960	18,980
Unrealised Gain on Investments	-	23,237	-	23,237
Total Income	1,964,516	2,200,238	3,228,417	3,777,501
LESS EXPENSES				
Admin & Office Expenses	178,637	243,304	197,118	302,129
Insurance	159,418	223,116	159,418	224,559
Events Expenditure	400	48,366	400	48,366
Education and Hardship Grants	13,225	26,387	96,118	66,619
Unrealised Loss on Investments	59,334	19,907	59,334	19,907
Salaries, Wages & Contractor Fees	1,085,209	1,247,981	1,085,209	1,247,981
Player Programmes & Rights	52,684	107,618	1,162,366	1,727,252
Personal Development Programme	178,785	188,800	178,785	188,880
Cricketers' Trust Donation	10,000	10,000	-	-
	1,737,692	2,115,479	2,938,748	3,825,693
NET SURPLUS (DEFICIT) FOR THE YEAR	\$226,824	\$84,759	\$289,670	\$(48,192)

SUMMARISED CONSOLIDATED STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 31 July 2023

	The CPA 2022 \$	The CPA 2023 \$	Group 2022 \$	Group 2023 \$
Net Surplus (Loss) for the year	226,824	84,759	289,670	(48,192)
Comprehensive Income	226,824	84,759	289,670	(48,192)
Opening Equity	1,297,342	1,524,166	1,641,705	1,933,806
CLOSING EQUITY	\$1,524,166	\$1,608,924	\$ 1,931,375	\$1,885,614

SUMMARISED CONSOLIDATED BALANCE SHEET

As at 31 July 2023

	The CPA 2022 \$	The CPA 2023 \$	Group 2022 \$	Group 2023 \$
CURRENT ASSETS				
Cash and Bank Accounts	366,075	259,127	746,885	702,230
Other Receivables	409,635	311,557	647,233	349,909
	775,710	570,684	1,394,118	1,052,139
TANGIBLE ASSETS				
	18,622	13,829	18,622	13,829
JARDEN INVESTMENT PORTFOLIO				
	906,436	1,226,915	906,436	1,226,915
TOTAL ASSETS	1,700,768	1,811,428	2,319,176	2,292,883
CURRENT LIABILITIES				
Accounts Payable	88,282	146,504	111,578	157,777
Employee Entitlements	88,320	56,000	88,320	59,250
Other Payables	-	-	185,742	190,242
TOTAL LIABILITIES	176,602	202,504	385,640	407,269
NET ASSETS	\$1,524,166	\$1,608,924	\$1,933,536	\$1,885,614

SUMMARISED CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 31 July 2023

	The CPA 2022 \$	The CPA 2023 \$	Group 2022 \$	Group 2023 \$
CASHFLOWS FROM OPERATIONS				
Receipts from NZC and customers	1,656,456	2,275,079	2,887,415	4,051,578
Payments to Suppliers and Employees	(1,659,066)	(2,232,027)	(2,896,936)	(3,946,233)
Cash Inflows / (Outflows) from Operations	(2,610)	43,052	(9,521)	105,345
Investment in Jarden Portfolio	-	(150,000)	-	(150,000)
Purchase of Fixed Assets	(8,554)	-	(8,554)	-
Cash outflows from Investing Activities	(8,554)	(150,000)	(8,554)	(150,000)
Total Cash (Outflows) for the Year	(11,164)	(106,948)	(18,075)	(44,655)
Opening Cash balances	377,239	366,075	764,960	746,885
CLOSING BANK BALANCES	\$366,075	\$259,127	\$746,885	\$702,230

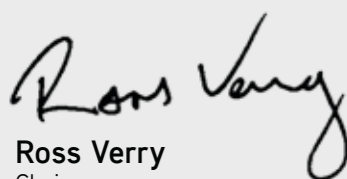
The Cricket Players' Association Incorporated
STATEMENT OF SERVICE PERFORMANCE
For the year ended 31 July 2023

Description and Quantification (to the extent practicable) of the CPA's outputs.	Unaudited 2023	Budget 2023	Unaudited 2022
Members personal development - Investment in personal development of members	\$188,800	\$325,570	\$178,785
Assistance with educational funding provided to members (people)	44	60	27
Engagement with current playing Members - Annual Players' Conference (attendees)	22	22	24
Engagement with current playing Members - pre and post season in person team meetings held	28	28	28
Engagement with new Members - New Player Induction Forum (attendees)	21	21	10
Engagement with past players - Number of past player events held (including Black Clash)	5	5	3
Engagement with members - Hard copy publications created and sent to all members	4	4	4
Social media followers (Facebook, Twitter, Instagram and LinkedIn) (people)	6825	6758	6278
Board and Staff personal development - Institute of Directors Governance Course (people)	10	10	0
Board Engagement - Number of Board meetings held (NZCPA and associated entities)	12	12	12
NZCPA and Cricketers' Trust Fundraising Events and Activities	5	5	4
Pre-tour security assessments conducted	10	10	5

NOTES TO THE SUMMARISED CONSOLIDATED FINANCIAL STATEMENTS
For the period ended 31 July 2023

These summarised consolidated financial statements have been extracted from the full financial statements which were approved by the Board on 4th October 2023. The full financial statements have been prepared in accordance with generally accepted accounting practice for not for profit entities using the reduced disclosure regime. These consolidated financial statements include The Cricket Players' Association as parent and its controlled entities of The Cricket Players' Property Trust and The Cricketers' Trust. The financial statements are presented in New Zealand dollars because that is the currency of the primary economic environment in which the Association operates.

The summary financial statements cannot be expected to provide as complete an understanding as the actual financial performance, financial position and cash flows. These Summary Financial Statements are in compliance with FRS-39: Summary Financial Statements. The full financial statements are available from the Association offices and website.


Ross Verry
Chairman


Heath Mills
Chief Executive

LIFE MEMBERS
WE WOULD LIKE TO ACKNOWLEDGE AND THANK THE FOLLOWING PLAYERS WHO HAVE COMMITTED TO THE NZCPA THROUGH LIFE MEMBERSHIP.

A Aberhart, Denis Aldridge, Graeme Allott, Geoff Anderson, Corey Anderson, Robert Anderson, Tim Askew, Dean Aste, Lisa Aste, Nathan Auckram, Craig	B Badham, Eileen Bailey, Mark Barnett, Geoff Beard, Derek Bell, Matthew Bennett, Hamish Bilby, Grahame Blake, David Bond, Shane Boock, Stephen ONZM Bracewell, Brendon Bracewell, John Bradburn, Grant Bradley, Aaron Bradley, Martin Breen, Lindsay Brown, Chris Brown, Steve Bullick, Anthony Burgess, Mark Burnett, Graham Burns, Kevin Burt, Vicki Butler, Ian	C Campbell, Catherine Carter, Bob Chatfield, Ewen MBE Child, Murray Coe, Wendy Collinge, Richard Cooper, Barry Cooper, David Cornelius, Wade Crawley, Kylie Cronin-Knight, Ingrid Croy, Martyn Cunis, Stephen Cushen, John	D D'Arcy, Jack de Boorder, Derek Diver, Robert Doody, Brad Douglas, Mark Doull, Simon Dowling, Graham OBE Duff, Stuart	E Edgar, Bruce Edward, Stewart Elliott, Grant	F Ferguson, Brenda Findlay, Craig Fleming, Stephen ONZM Flynn, Daniel Fowler, Bill Franklin, James Fraser, Linda Freeman, Jeff Frew, Robbie Fruin, Shelley Fulton, David Fulton, Peter Furlong, Blair OSM Furlong, Campbell	G Gale, Aaron Golder, Scott Gunn, Karen Gunning, Mark	H Hadden, Wendy Hadlee, Barry Hadlee, Richard Sir KT Bach, MBE Hamilton, Lance Harris, Ben Hart, Matthew Hart, Rob Haslam, Mark Hendren, Blair Henry, Graham Sir KNZM Henshilwood, Cheryl Hills, Peter Hitchcock, Paul Hockley, Debbie Holland, Peter Hood, Brett Hooton, Rex Hopkins, Gareth Hore, Andrew Horne, Phil Hoskin, Richard How, Jamie	I Illingworth, Sarah Ingham, Craig Ingram, Peter Irving, Richard	J Jagersma, Ingrid Johnson, Vaughn Jonas, Glenn Jones, Richard Jordan, Alistar	K Kelly, David Kelly, Leigh Kember, Hamish Kerr, Robbie Kinsella, Penny	L Lankeshwar, Maria Larsen, Gavin Latham, Rod Lawson, Rob Lee, Chris Leonard, David Lindsay, Linda Loveridge, Greg Lynch, Stephen Lythe, Tim	M MacKenzie, Greg Malcon, Pat Marshall, James Martin, Chris Mather, Stephen Mawhinney, Russell Maxwell, Neil McCone, Ryan McCullum, Brendon ONZM McEwan, Paul McGlashan, Peter McGregor, Peter McKay, Andy McKelvey, Trish CNZM, MBE McKenzie, Grant McKenzie, Marcel McMahon, Trevor McMillan, Craig McSkimming, Warren Milburn, Barry Mills, Jason Mills, Kyle Mitchell, Daryl Morgan, Richard Mountain, Lance Munro, Colin Murdoch, Lesley	N Nash, Dion Nathu, Anup Nevin, Chris Nicol, Rob Nuttall, Andrew	O O'Connor, Shayne O'Dowda, Karl Olson, Jenny Oram, Jacob O'Rourke, Patrick	P Pamment, James Papps, Michael Parker, John Parlane, Neal Patel, Dipak Patel, Jeetan Peters, Maureen Petrie, Richard Potter, Dean Presland, Craig Prichard, Lynda Pringle, Martin Pryor, Craig Pullar, Rachel	Q Quickenden, Pat	R Rattray, Sue Redmond, Aaron Rhodes, Stewart Roberts, Stuart Robinson, Grant Robinson, Shane Rolls, Rebecca Ronchi, Luke Ross, Craig Ross, Jonathan Rugg, Paul Rutherford, Ken	S Scott, Bradley Scott, Nigel Scott, Steve Sharpe, Michael Shutte, Ryan Sigley, Martyn Signal, Liz Silva, Sanj Sim, Diana Simpson, Lois Snedden, Martin CNZM Sparling, John Stead, Janice Stewart, Shanan Stott, Warren Styris, Scott Sulzberger, Glen	T Taylor, Arch Taylor, Ross Teamoke, Tania Thiele, Craig Thompson, Ewen Thomson, Shane Troup, Gary ONZM Truscott, Peter Turner, Ash Twose, Roger	V van Deventer, Anlo Vance, Robert Verry, Ross Vettori, Daniel ONZM Vivian, Graham	W Walmsley, Kerry Watkins, Aimee Watling, BJ Watt, Betty Weenink, Scott Wells, Jason Wells, Sam Weston, Tim White, David White, Elaine Williamson, Kane Wiseman, Paul Wright, Mike	Y Young, Bryan Young, Reece Yovich, Joseph
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Players better together

